



Media Report

Newport Beach Restaurant Week 2014

January 17th – 26th, 2014

(To benefit the Newport Beach Restaurant Association)

2/4/14 – 11:00 a.m.

By: Laurel McFarlane - 619-233-5008 / McFarlane Promotions, Inc.

PRINT (Outdoor & Promotional):

- 80,000 Check Presenters distributed throughout Newport Beach and within each participating restaurant.
- 200 posters distributed throughout Newport Beach and within each participating restaurant.
- 27,000 Municipal Water Bill Inserts mailed to Newport Beach residents. Half in December and half in January.
- 3 premier billboard panels with Clear Channel Outdoor for 4 weeks beginning December 23. Billboard locations on Newport Frwy, 300 ft S/ O Monte Vista ES, facing south; 19th, 285 ft E/ O Placentia NS, facing west; Bristol, 15 ft N/ O Alton WS, facing North.
- 4 bus kongs with headliners with Titan 360 Busses for 4 weeks beginning December 23rd on route all throughout Orange County.
- 3 Southern Wine & Spirits delivery vehicles wrapped with NBRW decals beginning January 13th.
- 5 Sun Meats delivery vehicles wrapped with NBRW decals beginning January 11th.

ADVERTISEMENTS IN THE FOLLOWING PUBLICATIONS:

- Riviera Magazine - one 1/3 page, full color ad in the January Issue.
- Locale Magazine - one full page, full color ad in the Winter Issue.
- Performances Magazine - one 1/2 page, full color advertisement in the January Issue.
- Rage Monthly - one full page, full color ad in January Issue with editorial.
- Orange County Register - two 1/4 page, full color ads in the OCR Food/Life Section
- The Current - five 1/4 page, full color ads.
- Irvine World News – two 1/4 page, full color ads.
- Dana Point News - two 1/4 page, full color ads.
- Laguna News News – two 1/4 page, full color ads.
- Huntington Beach Wave – two 1/4 page, full color ads.
- OC Weekly - one 1/4 page, full color ad and one full page, full color ad.

ARTICLES WRITTEN IN THE FOLLOWING PUBLICATIONS/WEBSITES:

- Blog.NewportBeachDining.com
- CBS Los Angeles
- Daily Pilot
- Examiner
- Locale Magazine
- NBC Los Angeles
- Newport Beach Independent
- OC Register
- Patch Newport Beach
- Rage Magazine
- The 5 Footer

ONLINE BANNER ADS/LISTINGS/SOCIAL MEDIA SUPPORT:

- CBS Radio – 97.1 Amp Radio - calendar listing and online contest featured on website. Included in a What To Do This Weekend tweet.
- Facebooks – over 395,000 targeted Facebook ad impressions.
- Locale Magazine - banner ad on website for one month prior to event. Social media posts each day for one week.
- NBC LA Commercials – calendar listing and online feature piece
- OC Weekly - 90,000 web ads targeted to Home page, Restaurant and Calendar section. One SMS text alert to the food list of over 1,500.
- Orange County Register – banner ads with 80,000 impressions w/in 7 days at ocregister.com ROS/Food.
- Patch Newport Beach - banner ad on the website from December 31st to January 21st. 0.50 share of the right side banner ad section.
- Performances Magazine - photo, web listing and link online. NBRW included as feature for Hot Tip of the Week and Hot Tip sent as "tweet" to over 1,700 followers and FB fans. Facebook post promoting event.
- Rage Monthly - two banner ads on website for one month with average 950 daily visitors and 800+ uniques. Banner ads on homepage and rotating through site. Contest featured in print and promoted via social media.
- Riviera Magazine - Facebook giveaway
- Yelp – Event listing landing page. Interactive social media support as interns dine out. Added additional social media support during the week of the event.
- Facebook / Twitter / Instagram campaign throughout event. Strategic tagging of partner restaurants. Strategic interaction with media partners. Strategic hashtag use.

- Facebook Ads placed to assist in gaining new followers and for the promotion of the event. Facebook ads will be targeted to reach relevant audiences in Newport Beach. These ads will assist in building a community that can be rejuvenated each year for the event.

EMAIL BLASTS:

- CBS Radio – 97.1 Amp Radio - inclusion in an email newsletter.
- Locale Magazine - banner ad inclusion in two email blasts - one the week prior to event and one the week of.
- McFarlane Promotions – inclusion in 3 email blasts to over 10,000 subscribers
- Newport Beach Restaurant Week – 6 dedicated email blasts to over 800 subscribers
- OC Weekly – dedicated eblast to Food list of over 8,000 subscribers.
- Orange County Register - four eblasts during NBRW to 10,000 unique recipients each day.
- Patch Newport Beach - banner ad inclusion in the daily newsletter January 12th-18th
- Performances Magazine - Inclusion in monthly Concierge Insider newsletter to 500 concierges and dedicated Concierge eblast to list of 500 sent weekly. Access to hospitality mailing list for a direct mail marketing campaign for NBRW. Inclusion twice in the Where Weekend Roundup.
- Rage Monthly - one mention in email blast to 2,100+ subscribers. Plus additional email blast to 2,100+ subscribers during the week of the event.
- Yelp - inclusion as an ‘Upcoming Event’ in the weekly newsletter.

BLOGGER COVERAGE:

- | | |
|-----------------------------|-------------------------------------|
| • Examiner | • Real Army of Moms |
| • Dangerous Cupcake Designs | • She’s Cookin’ |
| • EncinoMom | • Tom’s Foodie Blog |
| • Gourmet Pigs | • Wendyful World |
| • John Chow | • Your Next Bite |
| • Just the Food | • Sassy Mama in LA |
| • Lux Life Mag | • Horsing Around in LA |
| • Mama Likes to Cook | • Fat Girl Trapped in a Skinny Body |
| • Much Ado About Fooding | • Surf and Sunshine |
| • OC Mom Dining | |

TELEVISION

"On-Air" Promotional Mentions from 1/16/14 – 1/23/14

"On-Air" television coverage from KTLA 5 & NBC LA

- (1) KTLA 5 Morning Show live segment featuring 4 participating restaurants on Friday, January 17th
- (18) Commercials with NBC LA running from January 16th-23rd with event listing and article on the website

RADIO

Live "On-Air" Promotional Mentions and Radio Commercials from 1/13/14 – 1/19/14

"On-Air" Promotions and Commercials from CBS Radio and Clear Channel Radio

- (35) :15 promotional mentions on-air on 97.1 Amp Radio from from January 13th-19th from 6 AM-1 AM.
- (50) :05 commercials on-air across Clear Channel Radio Stations during traffic reports from January 13th-17th.

RELEASE DISTRIBUTION AND PITCHING:

- NBRW Calendar Notice to over 200 local and national media
- NBRW Press Release sent to over 650 local and national media
- NBRW Media Alert to over 200 local radio and tv contacts
- NBRW Launch Party Invite sent to over 500 local media
- NBRW Councilmember Dinner Press Release sent to over 650 local and national media

SUBMITTED CALENDAR LISTINGS TO THE FOLLOWING PUBLICATIONS:

- | | |
|--------------------------------|-----------------------------|
| • Accuweather.com | • Finance.yahoo.com |
| • Americantowns.com | • Fsr magazine.com |
| • Amp.cbslocal.com | • Giaonthemove.com |
| • Anaheimoc.org | • Great-taste.net |
| • Anytots.com | • Honeymoos.about.com |
| • Batchgeo.com | • Horsingaroundinla.com |
| • Biteofthebest.com | • Jetsettimes.com |
| • Bizjournals.com | • Ktla.com |
| • Calendarlive.com | • Lagunabeachinfo.com |
| • Californiarestaurantweek.com | • Lagunacoastrealestate.com |
| • Charitydatebook.com | • Losangeles.CBSlocal.com |
| • Dailypilot.com | • Luxlifemag.com |
| • Eventcrazy.com | • Mcfarlanepromotions.com |
| • Eventful.com | • Mckeonhomes.com |
| • Events.ocregister.com | • Menuism.com |
| • Examiner.com | • Modernluxury.com |
| • Fairmont.com/Newport-beach | • NBClosangeles.com |

- Newportbeach.com
- Newportbeach.hyatt.com
- Newportbeach.Patch.com
- Newportbeachandco.com
- Newportbeachca.gov
- Newportbeachindy.com
- Newportbeachvisitor.com
- Newsforange-dot.com
- News.silobreaker.com
- OCfoodies.com
- OCinsite.com
- OCMomdining.com
- OCregister.com
- OCStandard.com
- OCWeekly.com
- Onepunkarmy.wordpress.com
- Opentable.com
- Orangecounty.Craigslist.com
- Patch.com
- Ragemonthly.com
- Reneewestblog.com
- Rentthebeachhouseapts.com
- Shopfashionisland.com
- Sunbeltfoodservice.com
- Surfandsunshine.com
- Topix.com
- Tripadvisor.com
- Valueinnanaheim.com
- Visitcalifornia.com
- Visitnewportbeach.com
- Yelp.com
- Youtube.com
- Zevents.com

INTERNET ARTICLES LISTINGS:

1. <http://www.newportbeachdining.com/newport-beach-restaurant-week/>
2. <http://www.opentable.com/promo.aspx?pid=272&m=6>
3. <http://www.yelp.com/events/newport-beach-newport-beach-restaurant-week-2014>
4. <http://www.ragemonthly.com/2014/01/07/delight-your-appetite-at-newport-beach-restaurant-week/>
5. <http://www.nbclosangeles.com/entertainment/the-scene/Destination-Dining-Deals-Newport-Beach-Restaurant-Week-241532991.html?akmobile=o&nms=y>
6. <http://losangeles.cbslocal.com/guide/newport-beach-restaurant-week-guide/>
7. <http://ktla.com/2014/01/17/newport-beach-restaurant-week-2/>
8. <http://www.examiner.com/article/newport-beach-restaurant-week-2014>
9. http://articles.dailypilot.com/2014-01-16/entertainment/tn-dpt-me-0117-newport-beach-restaurant-week-20140116_1_newport-beach-restaurant-week-canaletto-participating-restaurants
10. <http://www.ocregister.com/articles/newport-596803-beach-week.html>
11. <http://newportbeach.patch.com/groups/business-news/p/indulge-in-newport-beach-restaurant-week-starting-today>
12. <http://www.newportbeachindy.com/menu-eating-way-restaurant-week/>
13. <http://www.newportbeachindy.com/menu-restaurant-week-served/>
14. <http://www.newportbeachindy.com/biz-buzz-restaurant-week-brings-business-newport/>
15. http://newportbeachmagazine.com/ai1ec_event/newport-beach-restaurant-week/?instance_id=
16. <http://www.modernluxury.com/riviera-orange-county/events/newport-beach-restaurant-week-0>

17. http://www.tripadvisor.com/ShowTopic-g32780-i445-k7112547-Newport_Beach_Restaurant_Week_Jan_17_26_2014-Newport_Beach_California.html
18. <http://losangeles.cityandpress.com/node/7322968>
19. <http://www.mcfarlanepromotions.com/MP08/upcoming/upcoming.html>
20. <http://www.the5footer.com/2014/01/newport-beach-restaurant-week-2014.html>
21. <http://www.viplimos.us/the-8th-annual-newport-beach-restaurant-week-kicks-off-january-17th/>
22. <https://www.facebook.com/events/203497419838420/?ref=22>
23. <http://www.batchgeo.com/map/f265dc4e303437e3c5b7dd64f4d6a3c6>
24. <http://anaheimoc.org/calendar-of-events/159515/newport-beach-restaurant-week>
25. <http://thenoticeca.com/2014/01/16/community-event-newport-beach-restaurant-week-2014/>
26. <http://www.heyinviteme.com/blog/newport-beach-restaurant-week-2014/>
27. <https://www.visitcalifornia.com/Events/Newport-Beach-Restaurant-Week>
28. <http://www.shorgrill.com/content/dam/hpr/shor/Newport/Menus/SHOR%20NB%20Restaurant%20Week%20menu.pdf>
29. <http://shescookin.com/2014/01/16/the-cannery-a-must-try-during-newport-beach-restaurant-week/>
30. <http://blog.newportbeachdining.com/>
31. <http://www.johnchow.com/newport-beach-restaurant-week-bayside-restaurant/>
32. <http://www.topix.com/forum/city/newport-beach-ca>
33. <http://www.visitnewportbeach.com/events/categories/featured-events/>
34. <http://wendyfulworld.com/?p=5318>
35. http://www.great-taste.net/event/newport-beach-restaurant-week-2/?instance_id=
36. <http://www.great-taste.net/articles/food-for-thought/newport-beach-restaurant-week-2014/>
37. <http://tomsfoodieblog.com/2014/01/15/newport-beach-restaurant-week-2014/>
38. <http://www.tamarindoflondon.com/offers/newport-beach-restaurant-week-2014/>
39. <http://dangerouscupcakedesigns.com/newport-landing-newport-beach-restaurant-week-2014/>
40. <https://www.youtube.com/watch?v=ti9HEYiBQF0>
41. <http://thehoodkitchenblog.com/2014/01/16/newport-beach-restaurant-week-2014/>
42. <http://newportbeachrealestatecafe.com/2014/01/17/newport-beach-restaurant-week-january-17-26-2014/>
43. <http://www.yournextbite.com/2014/01/where-to-eat-at-newport-beach-restaurant-week.html>
44. <http://orangecounty.craigslist.org/eve/4281268633.html>
45. <http://amp.cbslocal.com/newport-beach-restaurant-week/>
46. <http://gourmetpigs.blogspot.com/2014/01/newport-beach-restaurant-week-menu.html>
47. <http://www.pelicanhill.com/calendar/newport-beach-restaurant-week-at-coliseum-pool-grill-and-pelican-grill/>
48. http://www.valueinnanaheim.com/ema_articles/eat-newport-beach-restaurant-week/
49. <http://www.muchadoaboutfooding.com/2014/01/tasting-canaletto-for-newport-beach-restaurant-week-2014.html>

50. <http://sassymamainla.com/2014/01/newport-beach-restaurant-week-avilas-el-ranchito-review-nbrw/.html>
51. <http://www.horsingaroundinla.com/2014/01/18/newport-beach-restaurant-week/>
52. <http://www.realarmyofmoms.com/2014/01/newport-beach-restaurant-week-2014.html>
53. <https://newportbeach.hyatt.com/en/hotel/news-and-events/events/newportbeachcalendarofevents.html>
54. <https://www.newportbeachca.gov/index.aspx?page=72&recordid=8029>
55. <http://www.shopfashionisland.com/CenterEvents/3260.aspx>
56. <http://newportbeach.patch.com/groups/announcements/p/join-newport-beach-restaurant-week-with-bayside>
57. http://events.ocregister.com/newport_beach_ca/events/show/368893890-newport-beach-restaurant-week
58. <http://reneewestblog.com/newport-beach-restaurant-week-2014/>
59. <http://www.newportbeachandco.com/729>
60. <http://www.surfandsunshine.com/dine-newport-beach-restaurant-week/>
61. http://www.ocfoodies.com/events/join-the-back-bay-bistro-and-celebrate-newport-beach-restaurant?xg_source=activity
62. <http://www.ritzrestaurant.com/>
63. <http://www.californiarestaurantweek.com/>
64. <http://www.mckeehomes.com/Blog/Newport-Beach-Restaurant-Week>
65. <http://trendmag2.trendoffset.com/publication/?l=1&m=12230>
66. <http://www.hienewportbeach.com/newport-beach-event-calendar/event-newport-beach-restaurant-week.aspx>
67. <http://www.lagunabeachinfo.com/things-to-do/events/>
68. <http://mamalikestocook.com/?s=newport+beach+restaurant+week>
69. <http://giaonthemove.com/2014/01/10/newport-beach-restaurant-week-exquisite-dining-deals-not-to-miss/>
70. <http://www.lagunabeachinfo.com/things-to-do/events/>
71. <http://www.fairmont.com/newport-beach/dining/bambu-restaurant/>
72. <http://www.luxlifemag.com/newport-beach-restaurant-week/>
73. <http://theslidingdoorcafe.com/>
74. <http://makemoemoney.com/2014/01/newport-beach-restaurant-week-bayside-restaurant/>
75. <http://ocmomdining.com/newport-beach-restaurant-week-launch-party/>
76. <http://inagist.com/all/423965593008484352/>
77. <http://www.biteofthebest.com/newport-beach-ca-restaurant-week-january-2014/>
78. <https://encinomom.com/newport-beach-restaurant-week/>
79. <http://www.charitydatebook.com/orange-county/events/Newport-Beach-Restaurant-Week>
80. <http://www.analytica-web.info/newport-beach-restaurant-week-bayside-restaurant/>
81. <http://www.lagunacoastrealestate.com/newport-beach-2/>
82. <http://www.newportbeach.com/useful-links.asp>
83. <http://www.anytots.com/2014/01/upcoming-event-newport-beach-restaurant.html>

84. <http://www.wboy.com/story/24344916/theres-no-better-time-to-dine-in-california-than-january>
85. <http://www.bluewatergrill.com/>
86. <http://www.sunbeltfoodservice.com/2014/01/02/california-restaurant-month-spans-40-destinations/>
87. <http://www.american towns.com/ca/newportbeach>
88. <http://eventful.com/newportbeach/events/newport-beach-restaurant-week-/E0-001-053584046-8>
89. <http://blogcurry.com/2014/01/newport-beach-restaurant-week-lunch-at-the-cannery.html>
90. <http://zevents.com>
91. <http://newportjaycees.memberize.net/clubportal/EventDetailPublic2.cfm?clubID=178&EventID=135907&mo=1&tDate=%7Bd%20%272011-01-07%27%7D>
92. <http://www.johnstanaland.com/news/eighth-annual-newport-beach-restaurant-week-january-17-26/>
93. <http://yournewportbeachagent.com/try-out-local-fare-during-newport-beach-restaurant-week/>
94. <https://twitter.com/OpenTable/status/425735971523813377>
95. <http://www.newportbeachhomesforsale.com/blog/newport-beach-restaurant-week/>
96. <https://www.evensi.com/newport-beach-restaurant-week-dine-newport-newport-beach-restaurant/109451776>
97. <http://www.mygtn.tv/story/24344912/theres-no-better-time-to-dine-in-california-than-january>
98. <http://www.whbf.com/story/24344914/theres-no-better-time-to-dine-in-california-than-january>
99. <http://newportbeachvisitor.com>
100. http://www.tripadvisor.com/ShowTopic-g32780-i445-k7112547-Newport_Beach_Restaurant_Week_Jan_17_26_2014-Newport_Beach_California.html
101. <http://huntingtonbeach.whattodo.info/Huntington-Beach/Events/Newport-Beach-Chamber-of-Commerce/Newport-Beach-Restaurant-Week/48611/>
102. <http://www.huntingtonbeachvisitor.com/Huntington-Beach/Events/Newport-Beach-Chamber-of-Commerce/Newport-Beach-Restaurant-Week/48608/>
103. <http://www.hometownstations.com/story/24344914/theres-no-better-time-to-dine-in-california-than-january>
104. http://entertainment.accessatlanta.com/newport_beach_ca/events/show/299588205-newport-beach-restaurant-week-at-pelican-grill
105. http://news.silobreaker.com/newport-beach-restaurant-week-begins-pink-martini-returns-to-scfta-5_2267672609430700078
106. <http://how-to-make-money-online.30somethingsdiary.com/767/newport-beach-restaurant-week-lunch-at-bluefin/>
107. <http://www.ayreshotels.com/events/newport-beach/newport-beach-restaurant-week.aspx>
108. <http://www.gadget-rumours.com/technology/news/press-releases/celebrate-christmas-bcs-and-restaurant-week-in-sunny-newport-beach-california/>

109. <http://www.canewsfeed.com/sacramento/theres-no-better-time-to-dine-in-california-than-january-2014/>
110. <http://newportbeach.crwe-pr.com/blog/2014/01/16/restaurant-week-kicks-off-friday/>
111. <http://newportcoastrealestatemachine.blogspot.com/2014/01/newport-beach-restaurant-week.html>
112. <http://petimuma75.over-blog.com/2014/01/newport-beach.html>
113. <http://www.seophile.com/news/newport-beach-restaurant-week-lunch-at-bluefin.html>
114. <http://www.lawrysonline.com/five-crowns/events>
115. <http://www.craftlister.com/E1606838/Newport+Restaurant+Week+-+Newport+Beach,+CA>
116. <http://feest.us/Newport-Beach-Restaurant-Week-2014>
117. <http://us.topnewstoday.org/us/article/9196130/>
118. <http://www.socalnewsflash.com/tom-johnson-tables-set-in-newport-for-restaurant-week/>
119. http://www.rentthebeachhouseapts.com/local_news
120. <http://www.eventcrazy.com/Newport-Beach-CA/events/details/527691-Newport-Beach-Restaurant-Week>
121. <http://www.accuweather.com/en/us/corona-ca/92879/weekend-weather/332088>
122. <http://finance.yahoo.com/news/theres-no-better-time-dine-080000488.html>
123. <http://www.fsrmagazine.com/f-and-b/restaurant-week-events-take-january-storm>
124. <http://jetsettimes.com/2014/01/04/why-you-need-to-dine-in-california-especially-in-january/>
125. <http://onepunkarmy.wordpress.com/page/2/>
126. http://honeymoons.about.com/od/romanticrestaurants/a/Restaurant_Week.htm

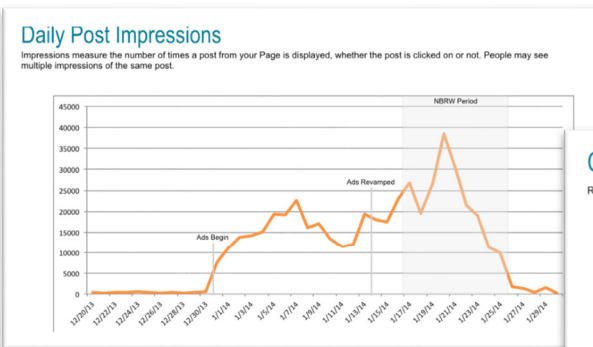


January 2014 Restaurant Week by the numbers:

- 60 participating restaurants in NBRW 2014
- 8 New participating restaurants in NBRW 2014

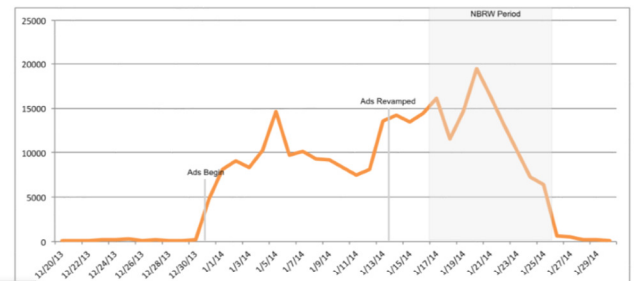
Social Media Recap: Facebook

- 484,701 total post impressions (over 700% positive change from 2013)
- 291,972 total people reached (over 1,700% positive change from 2013)
- 714 new page likes (over 500% positive change from 2013)
- 195 average daily engaged followers (over 400% positive change from 2013)

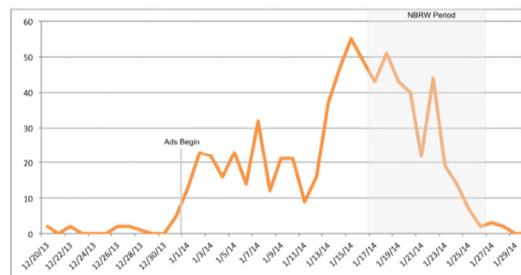


Campaign Daily Reach

Reach measures the number of people who received impressions of a Page post

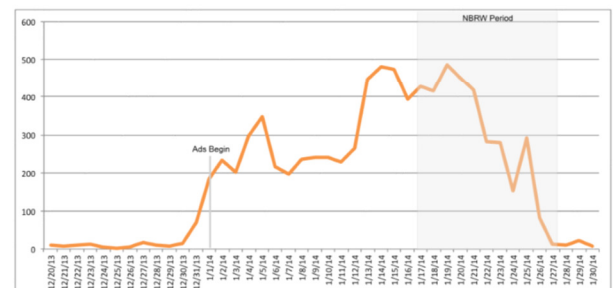


Daily New Page Likes



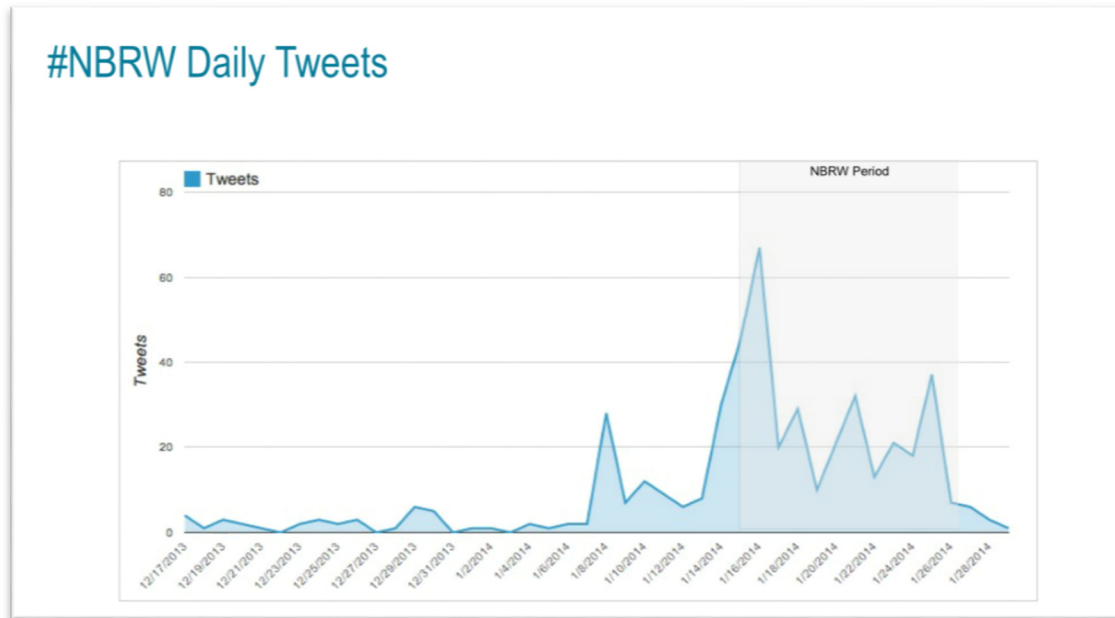
Daily Engaged Users

Engaged Users is the number of people who have clicked anywhere on your post (clicked the image, liked, commented or shared).



Social Media Recap: Twitter

- 2.27 million estimated #NBRW impressions
- 1.18 million estimated #NBRW reach
- 68 new followers
- 161 total contributors with 472 #NBRW tweets



Social Media Recap: Instagram

- 126 photos posted using #NBRW
- 175+ new followers
- 22 comments received
- 391 likes received

January 2014 Website Results:

- Over 55,000 visitors to NewportBeachDining.com from Dec. 1st through event
- Over 410,000 pageviews to NewportBeachDining.com from Dec. 1st through event
- Going into the event, visits to NewportBeachDining.com were up 28% from January 2013

January 2014 Website Results:



35,405 people visited this site



■ New Visitor ■ Returning Visitor

